

**American Association of Retirement Communities
2012 Annual Conference
Wednesday October 24 – Friday October 26
MeadowView Marriott Kingsport, TN**

Livability is Ageless – Investing in Communities & Amenities for All Ages

Wednesday – October 24

10:00am – 5:00pm	Registration
1:00pm – 1:30pm	Welcome & Opening Remarks Hon. Dennis Phillips, Kingsport Mayor Mr. Allen Borden, Assistant Commissioner, Tennessee Department of Economic & Community Development Representative Jon Lundberg District 1, State of Tennessee AARC Welcome & Update Mrs. Ramay Winchester Chairperson, AARC Board of Directors Seal of Approval Awards
1:30pm – 2:30pm	Place Making: Building Age Friendly Communities Presenter: Mr. Jason Tudor, Director of Outreach, AARP
2:30pm – 3:30pm	Retirees, More Than Just Homebuyers Are Community Assets Presenter: Dr. Jim Taylor, Harrison Group
3:30pm– 4:30pm	Break
4:30 – 6:30 pm - Welcome Reception – A Night On The Mountaintop* Sponsored by NETWORKS Sullivan Partnership Depart at 4:30pm – Please meet in the hotel lobby *This will be a casual evening with optional outdoor entertainment, please dress accordingly.	

Thursday – October 25

7:30am – 11:00am	Registration Continues	
8:45am – 9:45am	Retirees are Leading Housing's Recovery Presenter: Mr. Dave Robertson, Editor, Ideal Living Magazine	
9:45am – 10:45am	Hilton Head: Polishing The Apple For A Sustainable Future Presenter: Mr. Michael Notartomaso, President, The Hilton Head Group	
10:45am – 11:00am	BREAK	
11:00am – 11:45am	Developer Track: Interactive Marketing for Today's Retiree Buyer Presenter: Mr. Jason Murray, Interactive Marketing & Analytics, The Barule Group	Community Track: The Role of Tourism Development in a Community's Role of Attracting Retirees Presenter: Dr. Steve Morse, Economist and Professor, University of Tennessee, Knoxville, TN
11:45am – 1:15pm	Luncheon Speaker: Mr. Sam Venable Sponsored by Tennessee Economic & Community Development & Mississippi Development Authority	
1:30pm – 2:30pm	Developer Track: New Age Marketing Techniques and Unusual Legal Considerations Presenter: Mr. Frank Carmel, Partner & Ms. Alka Berry, Associate, Carmel & Carmel	Community Track: Providing the Seven Dimensions of Wellness Presenter: Mrs. Shelly Jackson, Mr. Lanny Sloan & Mr. Kim Steinhilb, Green Valley Recreation, Inc.
2:30pm – 3:30pm	Lively Livin' Downtown! Presenter: Mrs. Kimberly Nyberg, Director, Tennessee Main Street	
4:00pm – 8:30pm*	Speedway & Top of the Town – Tour of Bristol Motor Speedway, lap around the track and photo op, tour of downtown Bristol and Kingsport followed by appetizers, drinks, live music and some fun surprises at a downtown urban loft. <i>Extra Fee – \$55 per person (transportation included)</i> Narrated by Kim Nyberg and Jennifer Wilson *This will be a casual evening with indoor / outdoor dinning & entertainment, please dress accordingly.	
Depart at 4pm – please meet in the hotel lobby		
*Earlier return Shuttles will be available, see AARC for more details		

Friday – October 26

8:30am	Silent Auction Ends
8:30am – 9:15am	The AARC Seal of Approval: New Ways to Attract Retirees to Your Community Presenter: Mr. Bill Houghton Q&A – Linda Mayhood and Linda Bennett
9:15am – 10:15am	Measuring the Results: Does Your Community Understand the Economic Value of Attracting Newcomers/Retirees? Presenter: Mr. Jeff Fleming, Assistant City Manager for Development, Kingsport, TN Mr. Harvey Yamagata, Partner, Buxton Customer Analytics
10:15am – 11:15am	Merging All Stakeholders Panel: Mrs. Shelly Jackson, Mrs. Linda Mayhood, Mr. Jeff Fleming and Mr. Wade Adler Moderator: Mr. Dave Robertson
11:15am – 11:30am	Putting It All Together: Presenter: Mrs. Ramay Winchester & Mr. Dave Robertson
11:30am – 11:45am	Closing Remarks Mrs. Ramay Winchester Chairperson, AARC Board of Directors